

# Adam Davis

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## Web Developer, Technical Lead, Technologist

For almost 15 years I have been pulling out all the stops to make the products that make people click on the web. My focus has been on the core mechanics of web technologies: the code and the data. Over the years I have extended myself to interaction design, information architecture, education, game design, business strategy and project management. I love the web: to a technologist like me it is a giant puzzle and playground. And as a platform for people, ideas and culture, it is my passion.

## My skills and experience

### Web programming languages and technologies

- PHP and MySQL for server-side application development
- JavaScript for browser-based web apps and interface enhancements
- HTML and CSS for document markup and presentation
- Flash and ActionScript for RIAs and games

### Libraries, frameworks and APIs

- MVC with CodeIgniter, CakePHP, KohanaPHP
- Drupal build, and custom module and theme development
- WordPress custom theme development
- jQuery, Dojo Toolkit, YUI and ExtJS
- APIs: Google Maps, Last.FM, Delicious, Flickr, YouTube, Vimeo...

### Technical infrastructure

- Linux web server config and management (Ubuntu, CentOS, RHEL)
- Version control and code repositories with Subversion and Git
- Issue tracking with Trac, Redmine and Sifter

### People, principles and processes

- Client consultation and liaison
- Project management, budgets, planning and scheduling
- Technical delivery and studio resource management
- Team leadership and mentoring
- Concept, strategy and idea generation
- Technical deliverables: Requirements and Functional Specs
- IA deliverables: Site Maps, Wireframes and Concept Models
- Research and user testing

*Always learning more.*

## Example links

- **The Elders** - [theelders.org](http://theelders.org) Made with Drupal and a load of custom module and theme development, plus front-end styling and JavaScript.
- **Life in My Shoes** - [lifeinmyshoes.org](http://lifeinmyshoes.org) Built with PHP and CodeIgniter featuring a bespoke YouTube uploader and competition entry process.
- **Kofi Annan Foundation** - [kofiannanfoundation.org](http://kofiannanfoundation.org) I maintain this Drupal site and develop new features.
- **Body & Soul** - [bodyandsoulcharity.org](http://bodyandsoulcharity.org) I managed an external developer on this WordPress site and contributed development to features prior to launch.
- **POD** - [pod.co.za](http://pod.co.za) Pure unadulterated Flash. I developed this in AS3.
- **Capcom Dead Rising 2 series** - [tapeitordie.com](http://tapeitordie.com), [zombrex.com](http://zombrex.com), [visitfortunecity.com](http://visitfortunecity.com), [deadrising-2.com](http://deadrising-2.com) I was technical lead and co-developer for these metafiction campaign sites promoting Capcom's zombie game.
- **Turner Media Innovations** - [turnermediainnovations.com](http://turnermediainnovations.com) Since redesigned, but still using the bespoke CMS I build in PHP and CodeIgniter.
- **KTB PR** - [ktbpr.com](http://ktbpr.com) Fun all-Flash site. AS2.
- **Statesman Travel** - [statesmantravel.com](http://statesmantravel.com) Bespoke customer management tools and website built with CodeIgniter
- **MTC UK** - [mtc-uk.com](http://mtc-uk.com) Built this with PHP CodeIgniter and contributed some of the Flash.

## Employment history

### October 2010 - Present: Senior Web Developer, Provokateur

Provokateur is a small agency with a focus on serving clients from the 3rd-sector, mostly charities and non-profits. I manage all aspects of technical production and process. Clients I have worked with include The Elders, IFAW, Kofi Annan Foundation, Marie Stopes International, Body & Soul, Octavia Foundation, Open Fundraising, Oxfam, Tear Fund, Prison Reform Trust.

### June 2007 – September 2010: Technical Lead, Clinic London

I was active in all aspects of productivity for the digital team at this creative agency. I was equally involved in code and development and process and management. Clients I worked with included Turner Media Innovations, AOL MediaSpace, Universal Music, Sky Press Office, Capcom, Codemasters, Network Rail, Zavvi and a range of others.

### 2003 – 2007: admataz interaction design. Self-employed Cape Town

I founded a small independent studio, working in collaboration with other design studios and directly with clients. I offered a full range of interaction development services, including CMS development, programming for Flash and websites, consultancy for online strategy and development of CD ROMs. My clients included Robben Island Museum, Sploosh, Sithengi Film Festival, UCT Centre for Education & Technology, Western Cape Education, Diemersfontein Wine, HSRC.

### January - June 2005, 2004: University of Cape Town

I developed and presented a course called "*Principles of Design for Interactive Media*" for 3rd year students of Film and Visual Media. I prescribed reading material, created exercises and set and marked my students' projects.

## Freelance, Contract and Agency Experience

- October 2006 – February 2007 **Clinic London** Farringdon, London
- August – December 2002 **Banner Co.** Chelsea Harbour, London
- April – June 2002 **Western Cape Education Department** Cape Town
- April – June 2002 **Orange Films** City, Cape Town
- April 2001 – March 2002 **Maverick Interface Design** City, Cape Town
- January – April 2001 **Solution Dynamix** Kenilworth, Cape Town
- November 2000 – May 2001 **City Varsity** City, Cape Town
- June – September 2000 **Rufus Leonard** Clerkenwell, London
- October – December 1999 **The Team** Putney, London
- July – September 1999 **Organic** Queens Park, London
- May – July 1999 **Grey Interactive** Soho, London
- April – May 1999 **Rufus Leonard** Clerkenwell, London
- November 1998 – January 1999 **Trans World International** Chiswick, London
- September – November 1998 **Carlton Online** Great Titchfield St, London
- August – September 1998 **Module** Covent Garden, London
- March – August 1998 **Urban Space Management** Spitalfields, London
- December 1997 – July 1998 **electronic Telegraph** Canary Wharf, London
- August – December 1997 **Spitalfields Media Project** London
- September – December 1996 **Junk Mail** Angel, London

## Education and training

### September 1996 – July 1997: Hoxton Bibliotech. London

- **BTEC - Advanced Digital Publishing Solutions** (Photoshop, QuarkXpress)
- **BTEC - Advanced Multimedia Authoring Solutions** (Director, Lingo)

### February 1992 – June 1995: University of Cape Town, South Africa

- **Bachelor of Science - Environmental and Geographical Science** (Economic Geography, GIS, Integrated Environmental Studies, Economics)

## Profile

I find inspiration in the diversity of people around me. London has always been great for that. Now as dad to a four-year-old, I love the games, toys, play and adventures we have around town. I graduated as an environmental and geographical scientist in 1995, and I continue to visualise interactive systems as spatial entities for human interaction. The continually evolving and emergent relationships between people, culture, location and technology are what got me excited about digital media in the first place, and still today I am not disappointed.

For more information and samples of my work please visit my website: [www.admataz.com](http://www.admataz.com).